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ABSTRACT

This guide lists a variety of resources relating to the use of films and other audiovisual materials in motion picture arts courses. Sections on books, pamphlets, and articles; periodicals; key organizations; and sources for film/television materials include brief descriptions. Nontheatrical distributors are listed for 16mm feature films, special holdings, independent films, and educational audiovisual materials. There are also selected listings of large audiovisual collections at major universities, corporate sources of free-loan films, and purchasing catalogs. (VT)

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Guide to Classroom Use of Film and Television

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GUIDE TO CLASSROOM USE OF FILM/TELEVISION

The "how to" of obtaining films and videotapes for classroom use tends to become a major preoccupation for any teacher of the motion picture arts. Many schools and colleges have built their own study collections of films through purchase and lease. But for the majority of schools, getting films into the classroom means an unrelenting search for reasonable rental rates and quality prints.

This FACTFILE lists a variety of resources relating to the use of films and other audiovisual materials in the classroom. Two essential resource guides are Feature Films on 8mm and 16mm by James L. Limbacher and Film Programmer's Guide to 16mm Rentals by Kathleen Weaver. Both of these books, which are listed below, are "required reading" for teachers renting films.

The search for non-print materials often goes beyond commercial rental sources to public library collections, university audiovisual centers, regional cooperative distributors, private collections, and even corporate or business film/tape libraries. In all cases, however, it must be remembered that possession of a film or videotape whether by purchase, lease, or rental, does not necessarily mean unlimited freedom as far as exhibiting is concerned.

Both commercial and non-commercial exhibition of

film and video materials are generally controlled by copyright law. Unless the films or videotapes are clearly in the public domain or otherwise restricted, infringement of the film/video copyright may incur severe penalties. The Nontheatrical Film Distributors Association, Inc. has recently published a pamphlet outlining the implications of the copyright laws for non-theatrical film users. This pamphlet is available upon request. (See below.)

Alternatives to renting films include making use of free-loan sources (a number of which are listed below), leasing films for the life of the print, and outright purchasing of films or videotapes. As might be expected, the method of obtaining films will be directly related to an individual or school's budget and needs.

Often the requirements regarding the maintenance of a film or videotape collection will prove more burdensome than reliance on rental. The major drawback to renting, however, is the simple fact that films are made available for a one-time showing only. Repeat screening of a particular film or close analysis of certain scenes or segments of a film is virtually impossible according to the requirements of the typical rental agreement. In the long run, development of a study collection of film materials whether by purchase

or lease is the only adequate way to support the teaching of the motion picture arts.

This FACTFILE also lists a number of sources for films on film and television, and sources for film extracts and slide materials from key scenes of feature films. These secondary materials are often excellent resources to complement classroom study of motion pictures.

S. Grogg

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BOOKS, PAMPHLETS, AND ARTICLES:

These publications will be helpful in locating distributors of film and other non-print material for classroom use and will provide practical information on the use of film materials in education. See also the bibliographic listings in FACTFILES Children and Film/Television and Women and Film/Television.

Amelio, Ralph J. The Filmic Moment: Teaching American Genre Film Through Extracts. Dayton, Ohio: Pflaum Pub., 1975. Documents the first extract program used in the study of American movies. Resources list.

Audiovisual Market Place: A Multimedia Guide. New York: R.R. Bowker. Annual publication. Lists producers and distributors by media and subject area. Calendar of audiovisual events, list of associations, educational television/radio. Bibliography.

Emmens, Carol A. Non-Theatrical Film Distributors: Sales Service Policies. New York: Educational Film Library Association, 1974. Pamphlet listing 137 distributors of 16mm films available for purchase. Information on types of films handled, distribution methods, and preview policies.

The Film Bandit Strikes Again, or, Copyright Law and the Non-Theatrical Film User. New York: Non-theatrical Film Distributors Association, Inc., 1976. Pamphlet clarifying copyright laws as they relate to non-theatrical film exhibitors. Available upon request from Nontheatrical Film Distributors Association, Inc., 40 West 57th Street, New York, NY 10019.

Horkheimer, Mary F. and John W. Diffor. Educators Guide to Free Films. Randolph, Wisconsin: Educators Progress Service. Updated annually. Over 5,000 free 16mm and 8mm films are listed.

_____. Educators Guide to Free Filmstrips. Randolph, Wisconsin: Educators Progress Service. Updated annually. Filmstrips and slides listed, with date, running time, annotations.

Kislia, J.A. Let's See It Again: Free Films for Flementary Schools. Dayton, Ohio: Pflaum Pub., 1975. Films are listed alphabetically and by subject. Annotations. List of distributors.

Limbacher, James L. Feature Films on 8mm and 16mm. 5th ed. New York: R.R. Bowker, 1977. Alphabetical listing of films, directors index, distributors index. Film running time, gauge, director, and major cast members. Supplements are published in Sightlines, the Educational Film Library Association quarterly.

Media Review Digest. Ann Arbor, Michigan: The Pierian Press. (Formerly titled Multi-Media Reviews Digest.) Annual publication. Indexes reviews of non-print media appearing in periodicals. Bibliography.

National Information Center for Educational Media. Index to 16mm Educational Films. 4th ed. Los Angeles: University of Southern California, 1973. 70,000 short films listed by subject and title. Provides information on running time, date of production, distributor. Annotations.

Parker, David L. A Filmography of Films About Movies and Movie-Making. (Pamphlet T-26.) Rochester, New York: Eastman Kodak Co., 1974. 300 films on filmmaking listed, with running time, date, director, and distributor given. Write Eastman Kodak Co., Motion Picture and Audiovisual Markets Division, Rochester, NY 14650.

Parlato, Salvatore J. Superfilms: An International Guide to Award-Winning Educational Films. Metuchen, New Jersey: The Scarecrow Press, 1976. 1500 prize-winning films from 225 film festivals. Subject index, title index. Lists festivals, distributors.

Rehrauer, George. The Film User's Handbook. New York: R.R. Bowker, 1975. Bibliographies, sources of films, suggestions on developing film programs. Distributors list. Film organizations and associations listed. Glossary.

Sources of Motion Pictures and Filmstrips. (Pamphlet S-9.) Rochester, New York: Eastman Kodak Co. Sources listed include universities, government agencies, libraries, embassies, and businesses. Subject index. Bibliography. Write Eastman Kodak Co., Motion Picture and Audiovisual Markets Division, Rochester, NY 14650.

Taggart, Dorothy T. A Guide to Sources in Educational Media and Technology. Metuchen, New Jersey: The Scarecrow Press, 1975. Annotated bibliography of books and periodicals related to the use of media in education, instructional film/television, media research. Organizations and publishers listed.

Trojan, Judith. "Films on Film: A Checklist." Take One, 5, No. 8 (Mar. 1977), 30. Lists 25 16mm documentaries on/about film and filmmaking. Running time, date, director, distributor information. Annotated. Continued in May 1977 issue of Take One.

Van Wert, William. "Guide to 16mm Distribution." Jump Cut, No. 9 (Oct.-Nov. 1975), 17-21. Filmography of distributors with subjective descriptions of their services, print quality, and price range. General discussion of 16mm films and information on renting them.

Weaver, Kathleen. Film Programmer's Guide to 16mm Rentals. 2nd ed. Albany, California: Reel Research, 1975. Main title index. Documentaries, newsreels, and sources of early cinema are listed. Selected Directors' Index. Distributors list.

Weber, Olga S. Index to Instructional Media Catalogs. New York: R.R. Bowker, 1974. Materials listed include 16mm films, videotapes, Super-8mm films and loops, and other non-print materials.

_____. North American Film and Video Directory. New York: R.R. Bowker, 1976. Lists libraries and media centers that loan films and video materials in the U.S. and Canada.

Willenson, Seth M. "Movies. Now What." The Chairman's Choice, 1, No. 1 (Fall 1976). Practical information on film distribution for the non-theatrical film user. Discussion of contracts, shipping procedures, handling of prints. The Chairman's Choice is published by the Feature Rental Division of Films, Inc., Southeast Office, 5589 New Peachtree Road, Atlanta, GA 30341.

PERIODICALS:

These publications often list new non-print materials, sources of media, and other information of use to the teacher.

AUDIOVISUAL INSTRUCTION, Association for Educational Communications and Technology, 1126 16th Street, N.W., Washington, DC 20036. (Articles on media in education, equipment, audiovisual materials.) 10 issues a year. $18/year.

FILM LIBRARY QUARTERLY, Film Library Information Council, Box 348, Radio City Station, New York, NY 10019. (Film in education.) Quarterly. $10/year.

FILM NEWS, 250 West 57th Street, Suite 2202, New York, NY 10019. (Reviews audiovisual materials and equipment.) 5 issues a year. $6/year.

MASS MEDIA NEWSLETTER, Mass Media Ministries, Inc., 2116 North Charles Street, Baltimore, MD 21218. (Reviews films, filmstrips, television programs.) Biweekly. $10/year.

MEDIA & METHODS, North American Building, 401 North Broad Street, Philadelphia, PA 19108. (Covers topics on media in education. Annually publishes "16mm Film Resource Guide" with articles on leasing films, using film extracts, short films. Lists distributors.) 9 issues a year. $9/year.

MEDIA MIX, Claretian Publications, 221 West Madison Street, Chicago, IL 60606. (Newsletter reviewing books, films, media.) 8 issues a year. $9/year.

SIGHTLINES, Educational Film Library Association, 43 West 61st Street, New York, NY 10023. (Reviews, articles on educational films.) Quarterly. $15/year.

KEY ORGANIZATIONS:

In addition to the National Education Services Program of The American Film Institute, the following organizations can provide information, publications, or other assistance to the teacher.

ASSOCIATION FOR EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY, 1126 16th Street, N.W., Washington, DC 20036. (202) 833-4180. Concerned with communications media and instructional materials. Holds annual convention, seminars, and workshops. Publishes Audiovisual Instruction 10 times yearly. Publishes books on technology and education.

EDUCATIONAL FILM LIBRARY ASSOCIATION, 43 West 61st Street, New York, NY 10023. (212) 246-4533. Serves as a national clearinghouse for information about 16mm and 8mm films, and other non-print media. Sponsors the American Film Festival, an annual competition for nontheatrical film. Holds workshops on media and education. Answers reference inquiries about 16mm film and other media. Print library open to the public by appointment. Publishes Sightlines, a quarterly magazine with articles on film production, utilization, new developments in the field. Publishes filmographies, media-related manuals, and books and pamphlets dealing with film selection and utilization.

PRIME TIME SCHOOL TELEVISION, 120 South LaSalle Street, Suite 810, Chicago, IL 60603. Supplies information for use by teachers on evening programs. Publishes Prime Time School Television Guide (available with subscription/membership; also appears as a pull-out section in Media & Methods) and PTST Guide to the Movies, an annual.

TELEVISION INFORMATION OFFICE, 745 Fifth Avenue, New York, NY 10022. (212) 759-6800. Sponsors studies on television and children. Provides information service to teachers. Publishes Information, a newsletter; "Television Highlights," a bimonthly listing of upcoming television programs, and supports publication of Teachers Guides to Television.

SOURCES FOR FILM/TELEVISION MATERIALS:

Check with the individual companies for their sales, rental, leasing, and preview policies.

Nontheatrical Distributors - 16mm Feature Films:

AUDIO-BRANDON, 34 MacQu[illegible]sten Parkway South, Mount Vernon, NY 10550. (914) [illegible]64-5051. Post-1948 Warner Bros. Large collection of foreign films.

FILMS, INC., 440 Park Avenue South, New York, NY 10016. (212) 889-7910. Exclusive rights to MGM, 20th Century-Fox, post-1948 Paramount.

SWANK MOTION PICTURES, INC., 201 South Jefferson Avenue, St. Louis, MO 63166. (314) 534-6300. New Universal films. Old and new Columbia Pictures. Cinerama.

UNITED ARTISTS 16, 729 Seventh Avenue, New York, NY 10019. (212) 575-3000. United Artists films. Exclusive rights to pre-1948 Warner Bros. films.

UNIVERSAL 16, 445 Park Avenue, New York, NY 10022. (212) 759-7500. Universal films. Exclusive rights to pre-1948 Paramount films.

WARNER BROS., INC., Nontheatrical Division, 4000 Warner Boulevard, Burbank, CA 91522. (213) 843-6000. Selected Warner Bros. titles.

Nontheatrical Distributors - Special Holdings:

BLACKHAWK FILMS, Eastin-Phelan Corp., Davenport, IA 52808. (319) 323-9736. (SALES ONLY.) Vintage shorts, Griffith Chaplin, newsreels. 16mm and 8mm.

EM GEE FILM LIBRARY, 16024 Ventura Boulevard, Suite 211, Encino, CA 91436. (213) 981-5506. Large collection of public domain material. Sales and rentals.

KILLIAM SHOWS, 6 East 39th Street, New York, NY 10016. (212) 684-3920. Classic silent features and shorts. D.W. Griffith.

MUSEUM OF MODERN ART, Circulating Library, 21 West 53rd Street, New York, NY 10036. (212) 956-4205. Silents, early independent/experimental films, newsreels.

Nontheatrical Distributors - Independent Films:

CANYON CINEMA COOPERATIVE, Industrial Center Building, Room 220, Sausalito, CA 94965. (415) 332-1514.

FILM-MAKERS' COOPERATIVE, 175 Lexington Avenue, New York, NY 10016. (212) 889-3820.

NEW DAY FILMS, P.O. Box 315, Franklin Lakes, NJ 07417. (201) 891-8240.

SERIOUS BUSINESS COMPANY, 1609 Jaynes Street, Berkeley, CA 94703. (415) 527-1928.

YELLOW BALL WORKSHOP, 62 Tarbell Avenue, Lexington, MA 02173. (617) 862-4283. Animated films by children.

Nontheatrical Distributors - Primarily educational/ instructional films, video, non-print materials:

ACI FILMS, INC., 35 West 45th Street, New York, NY 10036. (212) 582-6100. Filmstrips, films, media kits on many topics. For kindergarten through 12th grade.

AGENCY FOR INSTRUCTIONAL TELEVISION, Box A, Bloomington, IN 47401. (812) 339-2203. Films, videotapes available. Teacher's guide provided. Preschool through college levels.

AIMS INSTRUCTIONAL MEDIA SERVICES, INC., P.O. Box 1010, Hollywood, CA 90028. (213) 467-1171. Films, filmstrips for primary through college levels. Study guides available for some titles.

BFA EDUCATIONAL MEDIA, 2211 Michigan Avenue, Santa Monica, CA 90404. (213) 829-2901. Films on history, teacher training, humanities. Teacher's guides for all titles.

CONTEMPORARY/MC GRAW HILL, Film Division, Princeton Road, Hightstown, NJ 08520. (609) 448-1700. Films on many topics, and teacher's guides available for some titles. Contemporary Films' Mini Course on Film Study.

ENCYCLOPEDIA BRITANNICA, Educational Corp., 425 North Michigan Avenue, Chicago, IL 60611. (312) 321-6800. Film materials on history, health, social sciences, and other topics for all grade levels. Teacher's guides for all titles.

FILMS, INC., 1144 Wilmette Avenue, Wilmette, IL 60091. (312) 256-4730. Films on film/filmmaking. Film study extracts. Guides available for many titles.

FILM FORUM, 203 North Wabash Avenue, Suite 1318, Chicago, IL 60601. (312) 236-0066. Film extracts with study guides. For preschool through high school levels.

LEARNING CORPORATION OF AMERICA, 1350 Avenue of the Americas, New York, NY 10019. (212) 397-9330. Films, film loops, filmstrips. Film extracts for English, humanities. Teacher's guides for all titles.

MACMILLAN FILMS, INC./AUDIO-BRANDON FILMS, Department FSE, 34 MacQuesten Parkway South, Mount Vernon, NY 10550. (914) 664-5051. Film study extracts with Notes and Analysis booklet for each title.

NATIONAL AUDIOVISUAL CENTER (GSA), Information Branch, Washington, DC 20499. (301) 763-7420. Rents, lends, sells audiovisual material produced by government agencies. Teacher's guides for some titles.

PERSPECTIVE FILMS, 369 West Erie Street, Chicago, IL 60610. (312) 332-7676. Art of Film series for high school through college levels. Study guides available.

PYRAMID FILMS, P.O. Box 1048, Santa Monica, CA 90406. (213) 828-7577. Films on film, television, arts in general. Study guides for many titles.

TIME-LIFE MULTIMEDIA/FILMS, Distribution Center, 100 Eisenhower Drive, Paramus, NJ 07652. (201) 843-4545. 16mm films, filmstrips, videotapes on many topics. Aimed at all grade levels.

VIEWFINDERS, P.O. Box 1665, Evanston, IL 60204. (312) 869-0602. Films on film and television. Monthly newsletter available upon request.

University Audiovisual Centers:

The following is a selected listing of some large audiovisual collections held at major universities. These centers are sources of low-cost rental films and most publish catalogs of their holdings which may be obtained upon request. These catalogs often provide suggestions on film use in the classroom, bibliographies, glossaries, and other helpful information.

The Consortium of University Film Centers is an association of university audiovisual centers and will provide information on centers in a specific area. Further information may be obtained from James G. Buterbaugh, CUFC President, Instructional Media Center, 421 Nebraska Hall, University of Nebraska-Lincoln, Lincoln, NB 68588.

BOSTON UNIVERSITY, School of Education, Krasker Memorial Film Library, 765 Commonwealth Avenue, Boston, MA 02215.

GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, Box 80669, Lincoln, NB 68501.

INDIANA UNIVERSITY, Audiovisual Center, Bloomington, IN 47401.

KENT STATE UNIVERSITY, Audiovisual Services, Kent, OH 44242.

UNIVERSITY OF CALIFORNIA-BERKELEY, Extension Media Center, Berkeley, CA 94720.

UNIVERSITY OF ILLINOIS, Visual Aids Service, Division of University Extension, Champaign, IL 61820.

UNIVERSITY OF MICHIGAN, Audiovisual Education Center, 416 4th Street, Ann Arbor, MI 48103.

Sources of Free-Loan Films:

Corporations often sponsor films that can be of use in the classroom. These films may be obtained at no cost or for cost of postage. The following is a selected list of free-film sources.

AETNA LIFE AND CASUALTY INSURANCE CO., Public Relations Film Library, 151 Farmington Avenue, Hartford, CT 06115.

ASSOCIATION-STERLING FILMS, 866 Third Avenue, New York, NY 10022.

EASTMAN KODAK COMPANY, Audiovisual Distribution, 343 State Street, Rochester, NY 14650.

EXXON CORPORATION, Public Affairs Department, 1251 Avenue of the Americas, New York, NY 10020.

FARM FILM FOUNDATION, 1425 H Street, N.W., Washington, DC 20005.

FORD MOTOR COMPANY, Film Library, The American Road, Dearborn, MI 48121.

IBM, Public Relations Film Library, Parson's Pond Drive, Franklin Lakes, NJ 07417.

IDEAL PICTURES FILM LIBRARY, 4431 West North Avenue, Milwaukee, WI 53208.

MODERN TALKING PICTURE SERVICE, 2323 New Hyde Park Road, New Hyde Park, NY 11040.

SHELL FILM LIBRARY, 450 North Meridian Street, Indianapolis, IN 46204.

WESTINGHOUSE ELECTRIC CORPORATION, Visual Communications Department, Westinghouse Building, Gateway Center, Pittsburgh, PA 15222.

Purchasing Films:

The following publications are sources of information on companies and individuals selling films. The periodicals listed above may also have information on films/tapes for sale. Always be certain of copyright ownership before purchasing any film materials.

Most distributors have 8mm and 16mm sales divisions, and sales for videocassettes and discs. Request catalogs for sales/lease policies.

FILM COLLECTOR'S REGISTRY, P.O. Box 66393, Houston, TX 77006. Monthly. $9/year.

FILM COLLECTOR'S WORLD, F.P.C., Inc., P.O. Box 248, Rapids City, IL 61278. Bimonthly. $5/year.

Other Sources of Films:

Many local public library systems have films available for low-cost rental. Check with the library for specific rental/loan policies.

Foreign embassies can also be contacted for films which they make available at little or no cost. For example, the Canadian Embassy, 1746 Massachusetts Avenue, N.W., Washington, DC 20036 distributes productions of the National Film Board of Canada.

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Additions or corrections to this list should be sent to: FACTFILE, National Education Services, The American Film Institute, John F. Kennedy Center for the Performing Arts, Washington, DC 20566.

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Factfile

Factfile is a series of information documents prepared by the National Education Services program of The American Film Institute. The documents are designed to meet the need for basic information about the fields of film and television and will stress reference information of use to teachers, students, researchers, filmmakers, and those whose interests relate to the motion picture arts. Factfiles are updated periodically to keep abreast of changes in the field.

Titles available as of November 28, 1977, include:

1. FILM AND TELEVISION PERIODICALS IN ENGLISH -- annotated listing of 80 periodicals with mailing address and publication information.

2. CAREERS IN FILM AND TELEVISION -- training and apprentice programs in film/television, organizations, services, bibliography.

3. STUDENT FILM FESTIVALS AND AWARDS -- competitive and non-competitive festivals giving special attention to student entries, dates of the events, contact addresses, basic entry requirements.

4. GUIDE TO CLASSROOM USE OF FILM -- the what and how of obtaining films for classroom use; non-theatrical distributors and free-loan films.

5. WOMEN AND FILM/TELEVISION -- organizations, research collections, film distributors, conferences, bibliography concerned with women and the media.

6. CHILDREN AND FILM/TELEVISION -- organizations, film distributors, bibliography, special programs dealing with children and film.

7. MOVIE AND TV NOSTALGIA -- organizations; events; sources of books, stills, memorabilia; sources of film for collectors; list of magazines; bibliography.

8. FILM MUSIC -- organizations and associations, schools, sources of soundtrack recordings and production music, bibliography.

9. ANIMATION -- organizations, training programs in schools, distributors, equipment sources, film festivals, bibliography.

10. THIRD WORLD CINEMA -- organizations, film study and archives in Third World countries, festivals, distributors, bibliography.

11. FILM/TELEVISION: A RESEARCH GUIDE -- reference sources, organizations, bibliography for researchers.

12. FILM/TELEVISION: GRANTS, SCHOLARSHIPS, SPECIAL PROGRAMS -- programs for film/video makers, researchers, students; information sources; bibliography.

Factfiles may be purchased for $3.00 each, $2.00 to AFI Members.
Send check or money order (AFI does not bill for Factfile) to The American Film Institute, National Education Services, John F. Kennedy Center, Washington, DC 20566.